



The Parkland Federation

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Dear Parents & Carers,

It has come to our attention that a new game online is causing great concern and we want to bring this to your attention.

'The Momo Challenge' targets young children on social media and encourages users to cause themselves and others harm. The images associated with it are very disturbing. Your child may receive a 'curse number' to add to their WhatsApp group. There are also reports of it now appearing in other seemingly harmless places such as on YouTube videos and even on the Peppa Pig online game site.

What to look out for:

- The female character has a distorted face with bulging eyes and a repulsive grin. The doll encourages children to add a contact on messaging service WhatsApp, and then bombards them with violent images and dares.
- Momo tells the user it is a secret and they aren't to reveal anything to their parents. The menacing looking Momo doll lurks behind innocent looking games in the hope that while parents attention is distracted, it appears and challenges or dares the gamer into acts of self-harm. **Please be extra vigilant.**
- It seems to be able to circumnavigate parental controls.

What to do:

- Remain vigilant and keep an eye on YouTube films or online games your child may be watching/playing. Check WhatsApp chats daily.
- Talk to your children about not keeping secrets, praising them where relevant for their honesty.
- Ensure parental restrictions are in place wherever possible.
- Ensure children understand the importance of not giving personal information to anyone they do not know.
- Remind children no-one has the right to make them do anything they do not want to do.

If you are concerned or have any questions on how to approach the subject with your children, please feel free to contact the school. Alternatively, you can contact the NSPCC Helpline on **0800 800 5000** or visit the NSPCC website.

Children who are worried about their activity on apps or online games can also contact Childline 24 hours a day, online and over the phone on **0800 1111**

Thank you for your ongoing support.

Ms Simpson and Mr Dawson

